

# FACT SHEET

## Redevelopment Project Area **Barrio Logan**

The 133-acre Barrio Logan Redevelopment Project Area is located in a diverse community near downtown San Diego at the foot of the San Diego/Coronado Bay Bridge. It is adjacent to the San Diego harbor, close to the San Diego Convention Center, Centre City East Village and PETCO Park. Adjacent to all forms of transportation and the San Diego Bay, its ideal eastern location is immediately adjacent to a burgeoning downtown area and provides attractive opportunities to capitalize on a variety of commercial, public or residential developments. Redevelopment in this area focuses on eliminating blight while preserving the neighborhood's distinctive character. A major objective is to encourage development that enhances the community's cultural and ethnic qualities.

### DEVELOPMENT OBJECTIVES

- Development of affordable housing
- Diversification of the area's commercial base and employment opportunities
- Encouragement of new and continuing private sector investment
- Elimination and prevention of blight and deterioration
- Integration of transit in order to alleviate existing congestion

### REDEVELOPMENT INCENTIVES

- Site assembly
- Fee reductions
- Permitting assistance
- Off-site improvements
- Development financing incentives



La Entrada Apartments



#### Area Demographics

|                         |          |
|-------------------------|----------|
| Total population        | 4,045    |
| Total housing units     | 1,013    |
| Median household income | \$26,705 |

# FACT SHEET

## Redevelopment Project Area Barrio Logan

### ECONOMIC DEVELOPMENT PROGRAMS

#### San Diego Regional Enterprise Zone

The Barrio Logan Redevelopment Project is located in an Enterprise Zone, a geographically designated, economically depressed area in which businesses can receive several state tax breaks and other benefits. The major benefits of the Enterprise Zone Program are the tax savings on California business income taxes. These tax savings include Sales or Use Tax Credit, Hiring Credits, Equipment Sales, Business Expense Deductions, Net Interest Deduction for Lenders, and Employee Tax Credits.

#### San Diego Regional Enterprise Zone

**Contact:** (619) 236-6302

#### Federal Renewal Community

**Contact:** (619) 236-6302

#### San Diego Regional Revolving Loan Fund

The San Diego Revolving Loan Fund offers financial assistance to start-up and expanding businesses. Loan sizes are generally in the \$150,000 to \$500,000 range. The loan funds can be used to rehabilitate existing buildings, including related soft costs, property acquisition and improvements, fix equipment or machinery, start new construction, or provide working capital, inventory and commercial lease guarantees.

**Contact:** Economic Development Division  
(619) 236-6700

#### Federal Renewal Community

The 2000 Community Renewal Tax Relief Act established new and beneficial federal income tax incentives for businesses and investments made in 40 areas around the country. These areas have been designated as "Renewal Communities." To claim the Renewal Community federal income tax savings, the business or investment must meet other specific qualifying criteria for each tax benefit. Renewal



Gateway Family Apartments

Community tax savings include Renewal Community Employment Credit (RC Wage Credit), Commercial Revitalization Deductions, Zero Percent Capital Gains Rate for RC Assets, and Increased Section 179 Expensing. Renewal Community Tax Savings are effective for the period of January 1, 2002 through December 31, 2009.

**Contact:** (619) 236-6301

### CURRENT PROJECTS

#### Mercado del Barrio Project

The Agency is currently in negotiations to implement a new development on a 6.8-acre Agency-owned site that is located in the heart of the Barrio Logan Redevelopment Project Area just along Cesar Chavez Parkway. The goal of the Agency is to provide a new commercial center for the community of Barrio Logan. The project site is adjacent to the award-winning Mercado Apartments and is located near the Ballpark District and the San Diego Convention Center.

#### Cesar Chavez Continuing Education Center

The Agency is currently in discussions with the San Diego Community College District for the

possible expansion of the Cesar Chavez Continuing Education Center. A new educational complex could include a 50,000 square foot building for adult education.

#### **Los Vientos Family Apartments**

This 89-unit apartment project will be located at 1629 and 1668 National Ave. Units will be made affordable to low and very low income families with a household income between 30% and 60% AMI. The project is currently under construction and is slated for completion in August 2009.

### **COMPLETED PROJECTS**

#### **La Entrada Family Apartments**

The affordable housing project provides 85 units to families earning between 30% and 60% AMI. The La Entrada Family Apartments are located on the 1700-block of Logan Avenue and bounded by Sigsbee and Beardsley Streets. The project creates seven-times more housing than what existed on the same footprint in a well-integrated design.

#### **Mercado Apartments**

Built in 1995, the Mercado Apartments were honored with the prestigious Urban Land Institute award for “best integration of design.” The 144-unit affordable housing complex, located on Crosby Street, provides affordable housing for low-income households.

*MAAC Project, Housing* (619)426-4592  
[www.maacproject.org](http://www.maacproject.org)

#### **Cesar E. Chavez Parkway Improvements**

This project provided for the widening of Crosby Street (Cesar E. Chavez Pkwy.) from Harbor Drive to Kearney Ave. to a modified four-lane major street. The project was a collaboration of various public entities and in-

cluded the off-site I-5 and Coronado Bridge ramps.

#### **Gateway Family Apartments**

The Gateway Family Apartments on Logan Avenue will provide two and three bedroom units for 42 low and very low income families. The project includes community meeting space, outdoor recreation facilities, and has incorporated Universal Design features in all of the units. The project enhances the neighborhood and provides quality housing options to families of low income levels.

*Las Palmas Housing* (760) 944-9050  
[www.laspalmashousing.com](http://www.laspalmashousing.com)



**Mercado Apartments**



## Redevelopment Project Area **Barrio Logan**

**Project Area Contact: Sam Johnson** Redevelopment Project Manager

**E-mail:** SamJohnson@sandiego.gov

**Tel:** (619) 236-6265

**Website:** [www.sandiego.gov/redevelopment-agency/barriolo.shtml](http://www.sandiego.gov/redevelopment-agency/barriolo.shtml)



### **Project Area Committee (PAC)**

#### **Meetings:**

*Third Wednesday of every month,  
6:00 PM*

#### **Barrio Station Theater**

2175 Newton Ave  
San Diego, CA 92113

#### **LEGEND**



Map made exclusively for our client by the  
San Diego Geographic Information Source  
5469 Kearny Villa Road, Suite 102  
San Diego, CA 92123  
(858) 874-7000  
[www.sangis.org](http://www.sangis.org)

For reprints, mapping or additional information  
please contact SanGIS.

THIS MAP IS PROVIDED WITHOUT WARRANTY OF ANY KIND,  
EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO,  
THE IMPLIED WARRANTIES OF MERCHANTABILITY AND  
FITNESS FOR A PARTICULAR PURPOSE.  
Copyright 2005. All Rights Reserved.  
This project was created using the SanGIS  
Regional Information System which cannot be reproduced  
without the written permission of SanGIS.

\*Reproduced with permission granted by RAND McNALLY & COMPANY, INC.  
This map was created by RAND McNALLY & COMPANY, INC.  
It is intended to copy or reproduce all or any part thereof,  
whether for personal use or resale, without the prior  
written permission of RAND McNALLY & COMPANY, INC.